



KIDS FIRST!

Smart Kids Make Smart Consumers

**A Very Effective Way for You To
Reach Parents and Kids About Your Brand**



Sponsorship

- Just as KIDS FIRST! benefits from strong partnerships with companies, companies also benefit from their engagement with KIDS FIRST!
- Increase employee pride by supporting a cause close to your employees' hearts.
- Develop customer loyalty by supporting a cause your customers care about.
- Attain high profile exposure to more than 7 million viewers and subscribers who read, listen to or see our KIDS FIRST! Film Critics reviews every month.
- At KIDS FIRST!, we believe that Smart Kids Make Smart Consumers – Join our band wagon to educate kids and make them **Smart Consumers!**



What is KIDS FIRST!?

KIDS FIRST!, a project of the nonprofit, Coalition for Quality Children's Media, is a trusted name in children's entertainment that has supported quality children's media since 1991.

Our programs include:

- Evaluation, rating, endorsement and reviews of children's films, DVDs, TV programming, music, apps and games using volunteer juries of adults & kids. Product reviews are available to the public FOR FREE on our website, social media, radio show and weekly newsletter.
- KIDS FIRST! Film Critics review films rated G, PG and PG -13, report from media events and interview talent. **Their reviews reach a monthly audience of 7+ million.**
- KIDS FIRST! Coming Attractions – a weekly radio show hosted by our youth reporters who review the latest films and interview talent from the films.
- KIDS FIRST! Film Critic Boot Camp 2014– a one week day camp in New York City, Washington DC, Los Angeles and Martha's Vineyard.
- KIDS FIRST! Film Festival partners with more than 50 venues nationwide that showcase family films selected by us. The annual audience is over 10,000.



Consumer Reviews Are Considered *THE Most Powerful Purchase Influence*

According to surveys, consumers pay more attention to other consumers' reviews and prefer them over traditional editorial reviews.

Most helpful are those that are fair and reasonable.

KIDS FIRST! Film Critics are creative, authentic and engaging. They are the audience of these films which gives them an edge over adult critics.

They are ages 7 to 16 so they review everything rated G, PG and PG-13.

When it comes to kids' movies. Why listen to a review by an adult when you could listen to a review by a kid?

KIDS FIRST! reviews films made for kids by kids!



COALITION
FOR QUALITY
CHILDREN'S
MEDIA

KIDS FIRST! Film Critics
Kids Talking to Kids
About Movies, About Life



KIDS FIRST! Homepage banner ads, reviews, sweepstakes



Navigation: [About Us](#) [Film Reviews](#) [Film Festival](#) [Film Critics](#) [Blogs, News & Info](#) [Members/Sponsors](#) [Contact Us](#) [Social Media](#) [Home](#)

Your Ultimate Resource for Quality Children's Entertainment

COALITION FOR QUALITY CHILDREN'S MEDIA APPROVED BY KIDS FIRST!

Film Festivals

Movie Reviews

ex Go!

Submit A Title

About Us

Free Email Newsletter

Your e-mail address [Join](#)

TOP 100

Justice League: The Flashpoint Paradox

Coming to DVD July 30

KIDS FIRST! Go Local

- Justice League
- Lego Batman
- Support KIDS FIRST!
- After Earth

Justice League: The Flashpoint Paradox

Coming to DVD July 30

Current Playlist

Grown Ups 2 by Gerry O

Coming Attractions

Six Back-to-School Tips from Huntington Learning Center

It is back-to-school time, and if your student's summer has been filled with trips to the pool, hanging out with friends, television... - [Read More!](#)

KIDS FIRST! News

"A Place at the Table" will truly open your eyes to the harsh realities of a food insecure nation.

"A Place at the Table" completely transformed my paradigm of America. When I hear the words "hunger" and "starvation," imag... - [Read More!](#)

KIDS FIRST! Radio

Monsters University, World War Z, The Way Way Back, KidStar Radio: Orlando Predators/Pittsburg Power

Listen in as our KIDS FIRST! Film Critics review three great films, "World War Z" produced and starring Brad Pitt, the PG-rated "Monste... - [Read More!](#)

Win DVDs & Games

Click Here



KIDS FIRST! Coming Attractions Our Awesome Weekly Radio Show



KIDS FIRST! Coming Attractions is the #1 rated show on the Voice America Kids Network, a division of Voice America and has more than 100,000 listeners/mo

Listen in as we review four great new films: "Frozen" from Disney, "The Hunger Games: Catching Fire," "Ender's Game," and "Planes" which is now available on DVD/Blu-ray.

Link to play:
<http://www.voiceamerica.com/episode/74381/frozen-the-hunger-games-catching-fire-enders-game-planes>

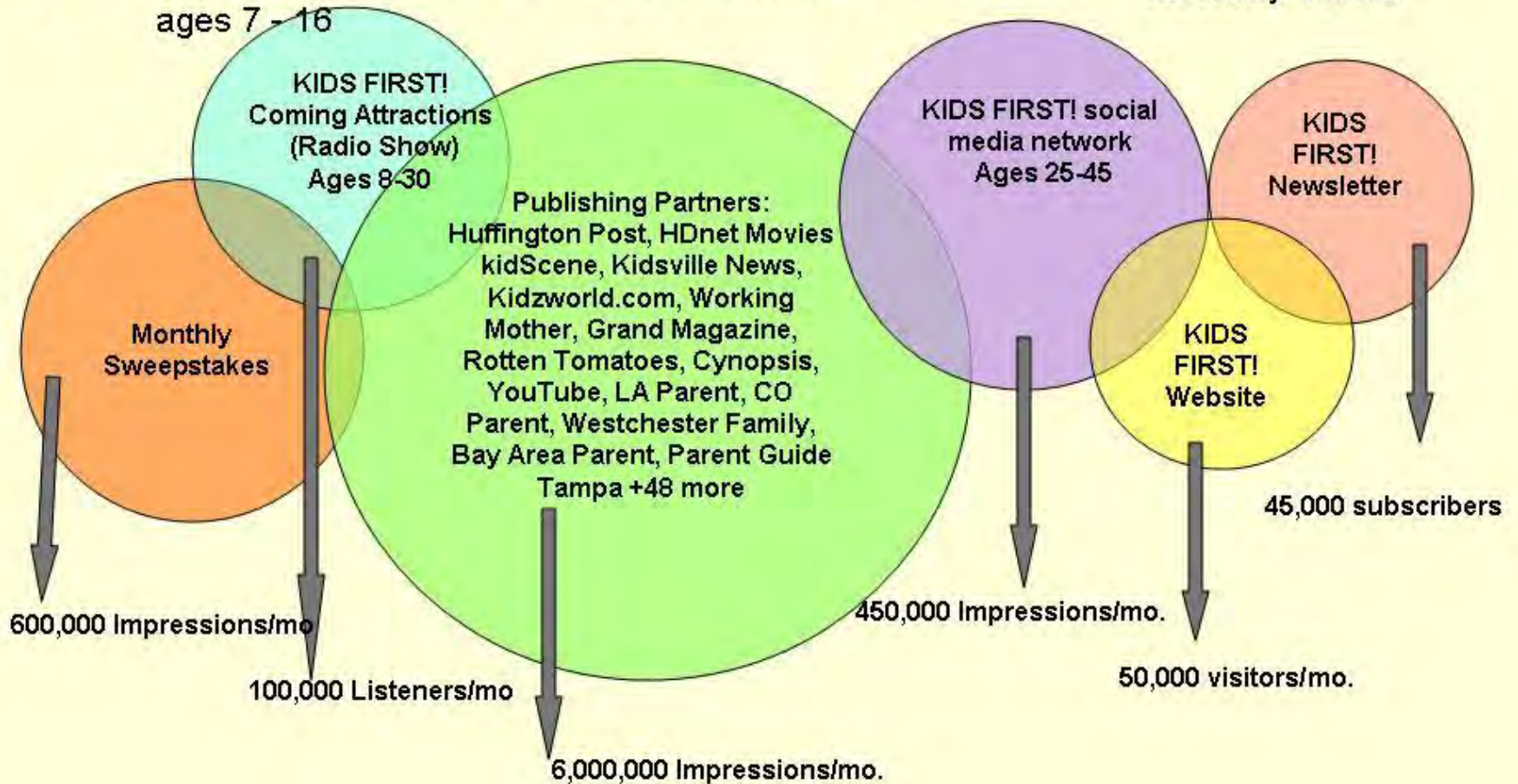


How our KIDS FIRST! Film Critics Film Review Promotions Reach 7+ Million/mo.

24 KIDS FIRST!
Film Critics
ages 7-16

989 Video Reviews /
Talent Interviews

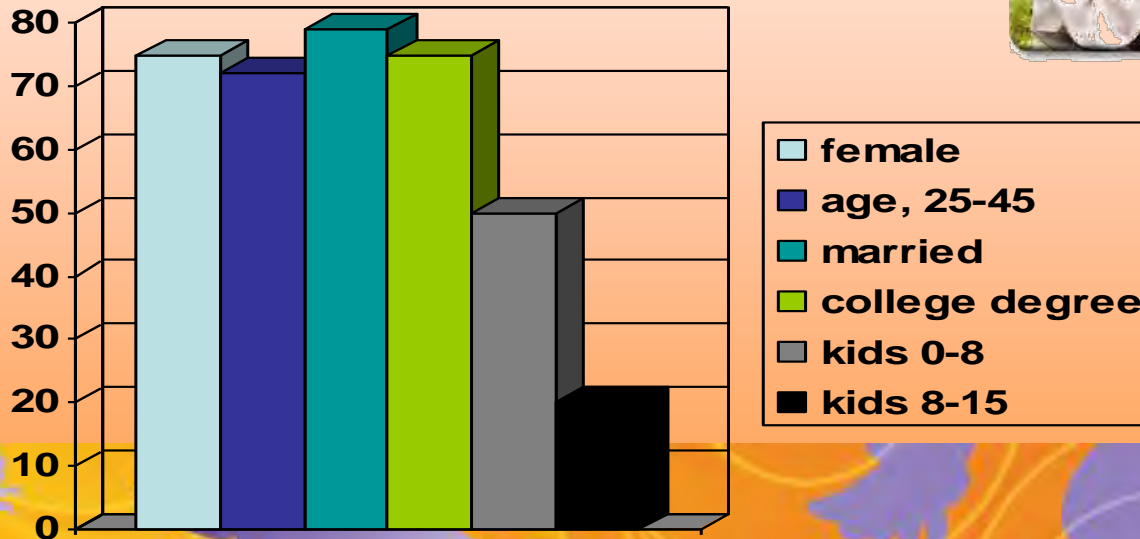
65,000 Average
Monthly Views



KIDS FIRST! Audience Are Key Decision Makers for Family Purchases



- 75% are female and primary decision maker for their household
- 72% are ages 25-45
- 79% are married
- Average household income is \$65,300
- 75% have college degrees
- 50% have children age 8 and under
- 20% have children ages 8-15



Sponsorship

- \$100,000 Presidential Sponsor
- \$ 50,000 Platinum
- \$ 20,000 Premier Sponsor
- \$ 10,000 Presenting Sponsor
- \$ 5,000 Supporting Sponsor



Sponsor Benefits

TBD for specific levels



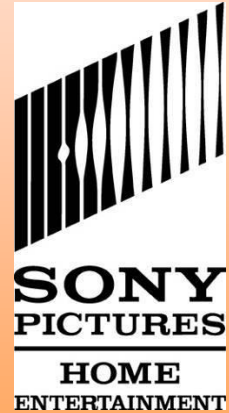
- Naming rights for the KIDS FIRST! Film Critics
- Naming rights for the KIDS FIRST! Film Festival
- Naming rights for KIDS FIRST! Coming Attractions radio show
- Naming rights for KIDS FIRST! Best Awards
- Your company's name and logo prominently displayed on every KIDS FIRST! Film Critic's film review – Reach 7 million monthly
- Your company name and logo on KIDS FIRST! home page, newsletter, social media pages – reaching more than 500,000 monthly
- Your company's films playing at the KIDS FIRST! Film Festival 50 partner venues – 10,000 attendees / year
- Pre-eminent listing on all events, all event advertising and in all publications
- Opportunity to provide literature or distribute coupons at KIDS FIRST! Film Festival events
- VIP Tickets at KIDS FIRST! Film Festivals
- Recognition in KIDS FIRST! annual report
- Representation at KIDS FIRST! annual meeting
- Custom design a new event, program or award that meets your company's specific needs.



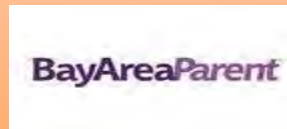
Some of our Industry Sponsors



The *Walt Disney* Studios



Media Partners



Plus 48 local and regional publications



What is KIDS FIRST!?

KIDS FIRST! is a project of the Coalition for Quality Children's Media, a national, nonprofit organization founded in 1991 whose mission is to teach children critical viewing skills and to increase the visibility and availability of quality children's media.

KIDS FIRST! is supported by major studios and national organizations including the National Education Association and National Council of Women's Organizations with 17 million members.

KIDS FIRST! will work with you to create a win-win promotion.
The Possibilities are Endless and Exciting!

For participation, please contact
Ranny Levy - 505-989-8076

ranny@kidsfirst.org

Harold Weitzberg – 714.313.6334

Harold@weitzbergconsulting.com

Dan Gurlitz – 917-402.0460

dgurlitz@soundviewmediapartners.com

